



Marketing & Communications Committee Meeting

July 21, 2022, at 6:00 pm

Location: Virtual Only

Draft Minutes

6:00 pm Call to Order: Jeff Tilton called the meeting to order.

Committee Members Attending
(V=Present and Voting, A=Absent)

| P/V | Representative |
|------------|----------------------------------|
| V | Carol Caldwell-Edmonds, Co-Chair |
| V | Jane Campbell |
| V | Teelah Hall |
| V | Charlotte Reber |
| V | Jeff Tilton, Co-Chair |
| A | Paul Warden |

Other Lamoille FiberNet attendees: Val Davis

Public/Guests: none

6:01 Agenda Changes & Public Comment

No public comment or agenda changes.

6:03 Approval of minutes June 16, 2022

Jane moved to approve minutes as presented; Carol seconded. Approval was unanimous, with Jeff abstaining.

6:04 Communications and Communication Plan Update

Jeff noted that the committee meeting time will be 5:30 on a regular basis.

- **Update for Key Noteworthy Milestones**

- Val reported that there was a recent meeting with the NW Fiberworx and Lamoille FiberNet working groups, Google Fiber, and NRTC and that there is no milestone announcement needed as yet.

- **Media Collection/Usage**

- Rob Fish had asked for fieldwork photos from CUDs for the upcoming VCBB 7/22/22 press conference; we had none to send.
- Jeff reported that his research shows that there are some restrictions regarding usage of photos, depending on whether they are taken in a public setting or a private setting where there is the expectation of privacy, whether they were taken by a drone, whether they are being used for marketing, etc.
- Therefore:

- Jeff will upload the URLs of the sites he researched to help board members understand the restrictions.
 - Jeff volunteered to act as a media gatekeeper, checking guidelines before the images are posted. He will create a folder in OneDrive for the images.
 - We need to adopt a boilerplate model release form, preferably on a small index card.
 - We will partner with our ISP and NRTC to make use of their media images and services.
- **Website Updates**
 - Jeff noted that our website will be our biggest public-facing media, and that our website is lacking in aesthetics and usability, especially when compared with other CUD sites. He suggested allocating funds to hire a firm to improve our site and ensure that it is mobile-friendly.
 - Val noted that our website will continue to be an information website, not the main website for broadband subscribers.
 - All agreed that our website needs a redesign that will continue to allow our CUD volunteers/staff to do ongoing content updates.
 - The committee discussed the benefits of hiring a web firm vs. relying on free templates and our volunteers, noting that our volunteers typically have little spare time.
 - Jeff will send committee members a copy of the original 3W Promotions contract/proposal and ask them to send suggested changes to him so he could compile a list of our needs to send to potential web design firms. Once we have compiled a list of our needs, Jeff will reach out to a few web firms and get estimates, making it clear that we don't need an expensive custom-designed site.
 - It was noted that if we allocate funds for a website, it could be a reallocation from another budgeted expense, and that if we allocate \$10,000, that would be the absolute maximum.
 - Jane moved to recommend to the Governing Board that we allocate up to \$10,000 for a website redesign and ongoing technical maintenance. Carol seconded. Approval was unanimous, with no opposition or abstentions. Val will add this to the 7/29/22 Governing Board meeting.
 - **Outreach**
 - Rep. Dan Noyes asked Val to do a presentation on Lamoille FiberNet in early August at the Gihon Meeting Hall in North Hyde Park; the meeting will also be streamed on social media. Val revised our generic PowerPoint and asked committee members to proof/review the presentation.
 - Val already renewed the Front Porch Forum contract for the next six months and made sure all LFCUD towns were included. The committee discussed the value of renewing the next six-month contract, noting that while anecdotally it seems to reach some of our audience, it offers no tracking data.
 - The next Front Porch Forum post will focus on our upcoming delivery of fiber.

6:57 Meeting Wrap-up & Adjourn

Jane moved to adjourn; Charlotte seconded. Approval was unanimous, with no abstentions.